

## MEMORANDUM

4/26/2010

TO: Art Holmes, Director, Department of Transportation  
Steven Emanuel, Director, Department of Technology Services  
Tom Street, ACAO, Montgomery County MC311  
Chris Voss, Director, Office of Emergency Management & Homeland Security  
Joe Adler, Director, Office of Human Resources  
Patrick Lacefield, Director, Office of Public Information

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: County Communication Efforts During February Storm Response

### **The following items were identified for follow-up during the 4/23/2010 CountyStat meeting:**

Meet with Council staff to determine a course of action that will ensure a unified government message during emergencies and also identify a single liaison at Council to serve as the primary point of contact for relaying information during emergencies.

Responsible parties: PIO  
Other parties involved: OEMHS  
Deadline: 6/18/2010

Work with other relevant departments on identifying a single lead (and succession list) to serve as the primary point of contact for relaying information during various emergencies. Depending on nature/ type of emergency, the single lead could be a different person.

Responsible parties: PIO  
Other parties involved: OEMHS, DOT, Police, MCFRS,  
Deadline: 6/18/2010

Create a process for categorizing and channeling email communications from residents

Responsible parties: MC311  
Other parties involved: DTS, DOT, PIO  
Deadline: 7/16/2010

In order to ensure accurate billing and Federal reimbursement practices, develop a clear guideline for identifying and designating someone as "essential employee". Also prepare and routinely update a master list of "essential employees" for the County government.

Responsible parties: OHR  
Other parties involved: OCE, OEMHS, Finance (payroll)  
Deadline: 6/18/2010

Identify a threshold for snow emergencies in which the PIO assumes all responsibilities for communicating with the media in order to relieve burden to DOT staff

Responsible parties: DOT, PIO  
Other parties involved: none  
Deadline: 6/18/2010

Categorize 311 calls during the February snowstorm to identify areas of focus for future communication efforts

Responsible parties: MC311  
Other parties involved: DOT, PIO  
Deadline: 7/16/2010

Create a montgomerycountymd.gov/storm website to serve as a placeholder to post relevant storm information as serve as a location for web question and answer sessions

Responsible parties: PIO  
Other parties involved: DTS, DOT, MC311  
Deadline: 7/16/2010

Update DOT 's snow website to include further educational materials

Responsible parties: DOT  
Other parties involved: DTS, PIO  
Deadline: 7/16/2010

Create YouTube and County Cable videos that highlight DOT's storm operations methods and practices

Responsible parties: DOT, PIO  
Other parties involved: DTS  
Deadline: 9/17/2010

Identify potential replacements for existing snow removal application's public facing map utility

Responsible parties: DOT  
Other parties involved: none  
Deadline: 7/16/2010

Increase public outreach efforts after major storms and emergencies in order to better identify areas for improvement

Responsible parties: PIO  
Other parties involved: DOT, OEMHS  
Deadline: 7/16/2010

Determine if PIO officials should be physically located at the Emergency Operations Center during an activation

Responsible parties: CEX  
Other parties involved: OEMHS, PIO  
Deadline: 6/18/2010

Consider implementation of a public awareness campaign that focuses on DOT's efforts to plow in a manner that allows the County to be no farther than a 1/2 mile from all residents and enable emergency services to reach all residents

Responsible parties: DOT, PIO  
Other parties involved: none  
Deadline: 7/16/2010

cc: Timothy Firestine, Chief Administrative Officer  
Fariba Kassiri, Assistant Chief Administrative Officer